

2017–Present

SENIOR ART DIRECTOR | GoDaddy

- direct creative strategy and execution for customer marketing channel, crafting customer-obsessed, multi-faceted campaigns that excite, educate, and inform along the customer journey throughout the world
- lead and mentor creative team, review assets, provide constructive feedback, and ensure deliverables are engaging and effective
- manage project intake process, timelines, and resourcing in a fast-paced environment for an average of 40 in-flight projects at a time
- implement tests, interpret data, and iterate to improve customer experience while improving key performance metrics
- contribute to nearly 1,000 customer marketing tests per year, producing \$1.5–2 million per week in annualized incremental revenue
- collaborate with cross-functional partners to achieve shared goals
- conceptualize and pitch global integrated advertising campaigns

2010–2017

SENIOR GRAPHIC DESIGNER | Transamerica

- developed and implemented customer-focused creative solutions in the form of promotional materials, emails, direct marketing, videos, e-learning modules, presentation graphics and multi-piece campaigns
- managed variable-data print production with Xerox XMPie platform and programming language while maintaining online storefront
- main point person and trainer for XMPie system, creating production processes and thorough training documentation
- utilized technical and analytical skills in complex problem solving
- mentored design team, established innovative processes and standards, and maintained technological department resources

2008–2010

ART DIRECTOR | Premier Media Holdings

- directed design and production of *Premier Guitar* and *Guitar Edge* magazines while designing working spreads and marketing media
- managed art department and staff, art directed off-site photo shoots
- responsible for advertisement artwork procurement and placement
- maintained print vendor relationships and demanding print schedule

2006–2008

PUBLICATION DESIGNER | Iowa State University Museums

- designed and managed production of coffee-table style biographies

EDUCATION

Iowa State University

BFA Graphic Design

Concentration:

Marketing & Advertising

Ledet Training

Adobe Premiere

Adobe After Effects

SKILLS

Art Direction

Creative Strategy

Leadership & Mentoring

Branding & Identity

Digital & Print Design

User Experience Design

Animation & Video Editing

Photography

Copywriting & Editing

Project Management

SOFTWARE

Figma

Adobe Creative Cloud

Adobe Workfront

Salesforce Marketing Cloud

HTML/CSS

Marketo

Miro

Microsoft Office Suite

Various AI tools



LEADERSHIP & VOLUNTEERING

2024–Present

VOLUNTEER COORDINATOR

Indian Creek Elementary
Linn-Mar Community Schools

2005–2008

ART DIRECTOR

UHURU Magazine
Iowa State University

- managed team of designers
- oversaw printing process, schedule, and budget

positions held: art director, assistant art director, graphic designer, and photographer

2023–Present

LEADERSHIP COUNCIL & GDWIT PEER MENTOR

GoDaddy Women in Tech

2005–2008

PRESIDENT

American Institute of Graphic Arts
Iowa State University Chapter

- led and structured meetings
- organized events, field trips and special committees
- mentored younger students

positions held: president, executive board member, and peer mentor

2025

RISING STAR VOLUNTEER AWARD

Girl Scouts of Eastern Iowa and Western Illinois

2006–2008

CHAIR

Explore Graphic Design and Studio Arts | College of Design Career Days
Iowa State University

- coordinated college-wide event
- organized committees and teams
- recruited employers and attendees
- designed collateral materials

ACCOLADES & EXHIBITIONS

2025

Cannes Lions International Festival of Creativity
Grand Prix in Creative B2B Integrated Campaigns
GoDaddy – “Act Like You Know”

2010–2015

American Advertising Association Addy Awards
numerous awards including best of category
AEGON and Transamerica

2007

Fifth Annual Art Directors Association of Iowa
student exhibition

29th ISU Art & Design Student Annual Exhibition
two juried entries

Michelle Pinkston Leadership in Graphic Design Award
scholarship recipient

College of Design Career Days Leadership Award
scholarship recipient

Art Directors Association of Iowa
scholarship nominee

2006

Fourth Annual Art Directors Association of Iowa
student exhibition, two juried entries, best of category

Flyover Country Exhibition
Graphic Design Student Association
student exhibition, two juried entries, judge's choice

28th ISU Art & Design Student Annual Exhibition
honorable mention

Society of Professional Journalism
mark of excellence for UHURU Magazine

2005

ISU Integrated Marketing Campaign Conference
top overall agency, top creative team

Alpha Lambda Delta Honor Society
inductee

Phi Eta Sigma Honor Society
inductee



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